



SALISBURY TOURISM AUTHORITY  
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SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION  
Minutes of the Organizational Committee  
April 1, 2010

The Salisbury Tourism and Cultural Development Commission Organizational Committee met in the second floor conference room at 217 South Main Street. This meeting was posted on the doors of City Hall and on the City Web site under Special Meeting Notices.

**In attendance were:** Mr. Bill Burgin, Mr. Mark Lewis, Ms. Diana Moghrabi, Mr. Joe Morris, Ms. Krista Osterweil, Ms. Barbara Perry, Mr. John Sofley, and Doug Paris

### **WELCOME AND OPENING REMARKS**

Chairman Mark Lewis called the lunch meeting to order at noon. Members of the committee received copies of the proposed Rules of Procedure.

### **BUDGET**

John Sofley submitted a budget (as approved by STCDC 3/23/10) to recognize revenue and appropriate expenditures for the fiscal year 2009-2010 for the Salisbury Tourism and Cultural Development Commission based on \$180, 000. This ends on June 30, 2010.

“Be it authorized by the Salisbury Tourism and Cultural Development Commission (STCDC) of Salisbury, North Carolina, as follows:

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| Section1.  | The STCDC will receive a 3% occupancy tax levied by the City of Salisbury, NC as approved under their Ordinance 2009-52. |
| Section 2. | These proceeds must be appropriated so that they can be legally expended.  |
| Section 3. | That the revenues be approved by the STCDC as follows:   |
| (1)        | Occupancy Tax Proceeds                      \$180,000  |

Section 4. That the expenditures be approved by the STCDC as follows:

(1)	Marketing	\$ 116,400
(2)	Capital	58,000
(3)	Administrative Fee	<u>5,400</u>
		<u>\$ 180,000</u>

Section 5. That all other actions in conflict with this budget are hereby repealed to the extent of such conflict.

Section 6. That this budget shall be effective from and after its passage.”

The committee discussed an unrestricted fund balance. Allow it to flow at this time.

They also agreed that the City should cut a check to the Rowan CVB for \$55,000 for marketing with a follow-up accounting of how the funds were spent.

## **RULES OF PROCEDURE**

### **SALISBURY TOURISM & CULTURAL DEVELOPMENT COMMISSION**

#### **1. General Rules**

The Salisbury, North Carolina, Tourism and Cultural Development Commission shall be governed by the terms of Chapter 160-A, Article 9, Section 215 of the General Statutes of North Carolina, Session Law 2009 428 as amended, and the Salisbury City Code, Chapter 2, Article 1, Section 2-1, Appendix D, Ordinance Number 2009-52 of the City of Salisbury, North Carolina, and any amendments thereto. All Commission members shall thoroughly familiarize themselves with these laws.

#### **2. Officers and Duties**

- a. Chairman. A Chairman shall be appointed annually by the Salisbury City Council for a term of one year. The Chairman shall be eligible for reappointment. The Chairman shall decide all points of order and procedure, subject to these rules, unless directed otherwise by a majority of the Commission in session at that time. The Chairman shall make all committee appointments. The Chairman shall have such other powers and duties as are normally associated with the office, shall preside at all meetings, and shall exercise full voting rights.
- b. Vice-Chairman. A Vice-Chairman shall be appointed by the City Council in the same manner and for the same term as Chairman. The Vice-Chairman shall serve as acting Chairman in the absence or disability of the Chairman. At such times, the Vice-Chairman shall have and exercise the same powers and duties as the Chairman.

- c. Secretary. A member of the City of Salisbury Planning staff shall serve as Secretary and shall be appointed by the Commission at the same time and for the same term as the Chairman. The Secretary shall be eligible for re-appointment. The Secretary shall keep all records, shall conduct all correspondence of the Commission, and shall generally supervise the clerical work of the Commission. The Secretary shall keep the minutes of every meeting of the Commission, which minutes shall be a public record. The minutes shall record all important facts pertaining to each meeting, including attendance or absence of all members, every resolution acted upon by the Commission, and all votes of Commission members upon any recommendation, resolution or other action of the Commission. If the Secretary is not a member of the Commission, he or she shall not be eligible to vote on any of the matters before the Commission.

3. Meetings

- a. Regular Meetings. Regular meetings of the Commission shall be held on the fourth Wednesday of each month at 12 noon at the City Hall in Salisbury, North Carolina; provided that if the Chairman so directs, meetings may be held at other places in the city.
- b. Special Meetings. Special meetings of the Commission may be called at any time by the Chairman; provided at least forty-eight (48) hours notice of time, place and subject of the special meeting shall be given. This notice may either be telephonic or written, and shall be given by either the Secretary or the Chairman of the Commission.
- c. Cancellation of Meetings. Whenever there is no business to come before the Commission, the Chairman may dispense with the regular meeting by giving telephonic or written notice to members not less than twenty-four (24) hours prior to the time set for the meeting.
- d. Quorum. A quorum shall consist of six (6) members of the Commission.
- e. Conduct of the Meetings. Meetings of the Commission shall be open to the public with exceptions for closed sessions as allowed by the North Carolina Open Meetings law. The order of business at regular meetings shall be as follows:

Call to Order

Welcome and Opening Remarks

Approval of Minutes of Previous Meeting

Financial Report

Special Presentations

Old Business

New Business

Public Comment

Adjournment

- f. Voting. The voting of the majority of those present shall be sufficient to decide any matter before the Commission, provided a quorum is present. No Commission member shall participate in the discussion or decision of any matter in which he or she has a personal and /or financial interest.
- g. Absenteeism Policy. After missing two (2) consecutive meetings (excused or unexcused) the member will be asked to consult with the Commission Chairman to determine if the member will remain on the Commission.

4. Committees

The Commission Chairman shall appoint committees to investigate particular matters or undertake other assignments within the responsibility of the Commission. The Commission Chairman shall be responsible for the preparation of the charge to standing and special committees, shall make all appointments to these committees, and shall be an ex officio member with full voting privileges.

- a. Standing Committees. Standing committees shall include (1) Organizational Committee, (2) Marketing Committee and (3) Destination Development Committee. Each standing committee shall consist of a minimum of five members with its chairman appointed by the Chairman of the Commission. The Organizational Committee shall consist of the Chairman, Vice Chairman, Chairmen of the Standing Committees, and the Treasurer, and Secretary. The Treasurer and Secretary shall be non-voting members. The Secretary shall post public notification of Standing Committee meetings, keep all records, conduct all correspondence of Standing Committees and generally supervise the clerical work of Standing Committees. The Chairmen of the Standing Committees shall be members of the Commission.
- b. Special Committees may be appointed, as needed, to address special projects, programs or proposals that may come before the Commission. The Secretary shall post public notification of Special Committee meetings, keep all records, shall conduct all correspondence of Special Committees, and shall generally supervise the clerical work of Special Committees.
- c. Outside Membership. Committees are allowed to include members of the larger community based on interest, expertise or willingness to serve. Such members shall be expected to abide by all policies, rules of procedure and the general decorum required as a participant in a public process, including compliance with the Code of Ethics established by the Salisbury City Council.

5. Amendments

These rules may, within the limits allowed by law, be amended at any time by an affirmative vote of not less than 6 members of the Commission, provided that such amendments shall have first been presented to the membership at least two weeks before the meeting at which the vote on the amendment is proposed to be taken.

Adopted by the Salisbury, North Carolina, Tourism and Cultural Development Commission on the twenty-eighth day of April, 2010.

## **COMMITTEE APPOINTMENTS**

Chairman Mark Lewis stated that Barbara Perry will chair the Destination Development Committee with Boris Bunich, Bill Burgin as proposed members of the committee; Krista Osterweil will chair the Marketing Committee with Dave Redden, Randy Hemann, and Michelle Patterson as proposed members of the committee. The Chair will reach out to commission members about which committees they choose serve. Some adjustments may be necessary. Mark Lewis will reach out to non-commission people who have expressed an interest in serving on a committee.

Mark Lewis will bring a recommended charge for the committees to the commission at the next regular meeting of the STCDC.

## **OTHER**

- The committee responded to questions received from Krista Osterweil via email.
- The Cultural Action Plan called out the creation of the Salisbury Occupancy Tax to support the cultural development in our community which is why we are here.
- This organization is a separate organization from the City of Salisbury. John Sofley, Treasurer, explained that he has one account where he receives the tourism tax and a fund that shows expenditures by this commission. Auditors will be hired to audit the books of this organization. This organization will receive a separate audit report. The cost will be insignificant and he will recover it through the 3% administrative budget item. The commission will receive reports to the level of detail requested.

We are to put as much money into product and project as we possibly can with minimal overhead.

- Doug Paris opened a discussion regarding the County TDA members who will rotate off of their Commission. Information on their Website needs verification.

- The Salisbury Mayor is on a committee writing a code of ethics that will be brought to City Council January 2, 2011. This commission will have the opportunity to look at that language.
- The commission would like to follow up on email rules, open meetings law, etc.

#### **PUBLIC COMMENT**

None

#### **NEXT STEPS**

The next regular meeting of the STCDC will be April 28, 2010, at noon (lunch provided) in the Council Chamber.

The meeting was adjourned.

Respectfully submitted,

Diana Moghrabi